



NAKA APPAREL EMBROIDERY CHECKLIST

- On the quote you received, are the artwork fees, vectorizing and digitizing fees listed separately?**

If no, ask the company why it's not there.

CAUTION: They may tell you the artwork and digitizing fees are "included" in the price. Chances are, they're really charging you for it and not telling you. They do this because they want to charge you the higher rate for re-orders. This is a MAJOR TRICK we see companies use. **Don't fall for it!** If they say it's free then you may want to get another quote from a different company to compare.

- Does the quote include the thread count?**

NOTE: It should include the thread count estimate. Sometimes it will be a general number (such as under 3,000 stitches) but they should tell you an estimated thread count. If they don't, they're either lazy or don't want you to shop around.

- Does the quote give you the Out The Door (OTD) price?**

This is one of the biggest things to look at. We've had many clients come to us completely frustrated at other companies hiding fees, etc. Straight out ask them. If they say yes and try to add fees later on, it's time to look for another company.

OTHER THINGS TO LOOK FOR - YOU SHOULD ANSWER "YES" TO ALL OF THESE

- Have they asked you about what your particular goals are for this order?
- Do you feel like they know their products? Your gut will be able tell you if you have a good feeling or not.
- Are you looking for a specific brand? Do they offer what you're looking for (or something similar)?
- Did they explain the fabric content and what different "terms" means, such as dri-fit, performance, moisture wicking, etc? Do you completely understand and will it satisfy your requirements for this order?
- Have they included the specs for the apparel items (or a link to view them)?
- Did they tell you their turn-around time? NOTE: There are standard turn-around times (ex: 10 business days) but ask them what their production schedule is at the time you plan on placing your order. They may be very busy (ex: during the holidays) so they should be able to give you a better answer on turn-around time.
- Did you explain your budget to them?
- Did you tell them what part of the garment will be embroidered? Ensure they can embroider that location(s) and there's no extra charges (for special placement).